

## CLAIMS:

We claim:

1. A method for circumventing the operation of content blocking logic in a markup language document delivery system, the method comprising the steps of:
  - determining the operation of content blocking logic;
  - locating in markup a reference to content;
  - replacing in said markup said reference with an alias; and,
  - serving said markup to a requesting browser;whereby said replacement with said alias circumvents the operation of said content blocking logic.
2. The method of claim 1, further comprising the steps of:
  - subsequent to said serving step, replacing said alias with a new alias; and,
  - serving said markup with said new alias to a requesting browser.
3. The method of claim 2, wherein said new alias is selected from a set of aliases in a round-robin manner.
4. The method of claim 1, further comprising the steps of:
  - inserting a refresh tag in said markup to command a refreshing of said markup within a shortened period of time; and,

performing said locating, replacing and serving steps with a new alias subsequent to said refreshing.

5. The method of claim 1, wherein said determining step comprises the steps of:  
tracking a number of references to content disposed in said markup;  
further tracking a number of requests for content produced when rendering said markup; and,

determining that content blocking has occurred when a difference between said references and said requests exceeds a threshold value.

6. The method of claim 1, wherein said determining step comprises the steps of:  
statistically tracking instances of served content; and,  
determining that content blocking has occurred when a particular one of said served content has not been served as often as indicated by said statistical trackings.

7. The method of claim 1, wherein said replacing step comprises the steps of:  
formulating said alias from said reference; and,  
replacing said reference with said alias.

8. The method of claim 7, wherein said formulating step comprises the steps of:  
encoding a string based upon a uniform resource identifier (URI) in said reference;

interspersing at least one file system delimiter in said encoded string to generate a simulated path to said supplemental content;  
combining a network address for a local file system with said simulated path;  
and,  
recording said simulated path and a correlation to said reference in an alias table for use when de-referencing said URI into said simulated path.

9. A system for circumventing the operation of content blocking logic in a markup delivery system, the system comprising:

means for detecting content blocking logic; and,  
variable aliasing logic responsive to said detecting means, said logic having a configuration for replacing content references in markup with aliases for said references.

10. The system of claim 9, wherein said variable aliasing logic is communicatively coupled to a reverse proxy.

11. The system of claim 9, further comprising an alias table comprising a plurality of entries, each entry correlating an alias with corresponding content.

12. The system of claim 9, further comprising:

an address encoder having logic for producing an encoded string based upon at least a portion of a reference;

a simulated path formulator coupled to said encoder, said formulator having a configuration for generating a simulated path to supplemental content; and,

a translation table configured to store said simulated path and at least a portion of said reference.

13. A machine readable storage having stored thereon a computer program for circumventing the operation of content blocking logic in a markup language document delivery system, the computer program comprising a set of instructions for causing the machine to perform the steps of:

determining the operation of content blocking logic;

locating within markup a reference to content;

replacing in said markup said reference to said content with an alias; and,

serving said markup to a requesting browser;

whereby said replacement of said reference with said alias circumvents the operation of said content blocking logic.

14. The machine readable storage of claim 13, further comprising the steps of:  
subsequent to said serving step, replacing said alias with a new alias; and,  
serving said markup with said new alias to a requesting browser.

15. The machine readable storage of claim 14, wherein said new alias is selected from a set of aliases in a round-robin manner.

16. The machine readable storage of claim 13, further comprising the steps of:  
inserting a refresh tag in said markup to command a refreshing of said markup within a shortened period of time; and,  
performing said locating, replacing and serving steps with a new alias subsequent to said refreshing.

17. The machine readable storage of claim 13, wherein said determining step comprises the steps of:  
tracking a number of references to content disposed in said markup;  
further tracking a number of requests for content produced when rendering said markup; and,  
determining that content blocking has occurred when a difference between said references and said requests exceeds a threshold value.

18. The machine readable storage of claim 13, wherein said determining step comprises the steps of:  
statistically tracking instances of served content; and,  
determining that content blocking has occurred when a particular one of said served content has not been served as often as indicated by said statistical trackings.

19. The machine readable storage of claim 13, wherein said replacing step comprises the steps of:

formulating said alias from said reference; and,  
replacing said reference with said alias.

20. The machine readable storage of claim 19, wherein said formulating step comprises the steps of:

encoding a string based upon a uniform resource identifier (URI) in said reference;

interspersing at least one file system delimiter in said encoded string to generate a simulated path to said supplemental content;

combining a network address for a local file system with said simulated path;  
and,

recording said simulated path and a correlation to said reference in an alias table for use when de-referencing said URI into said simulated path.